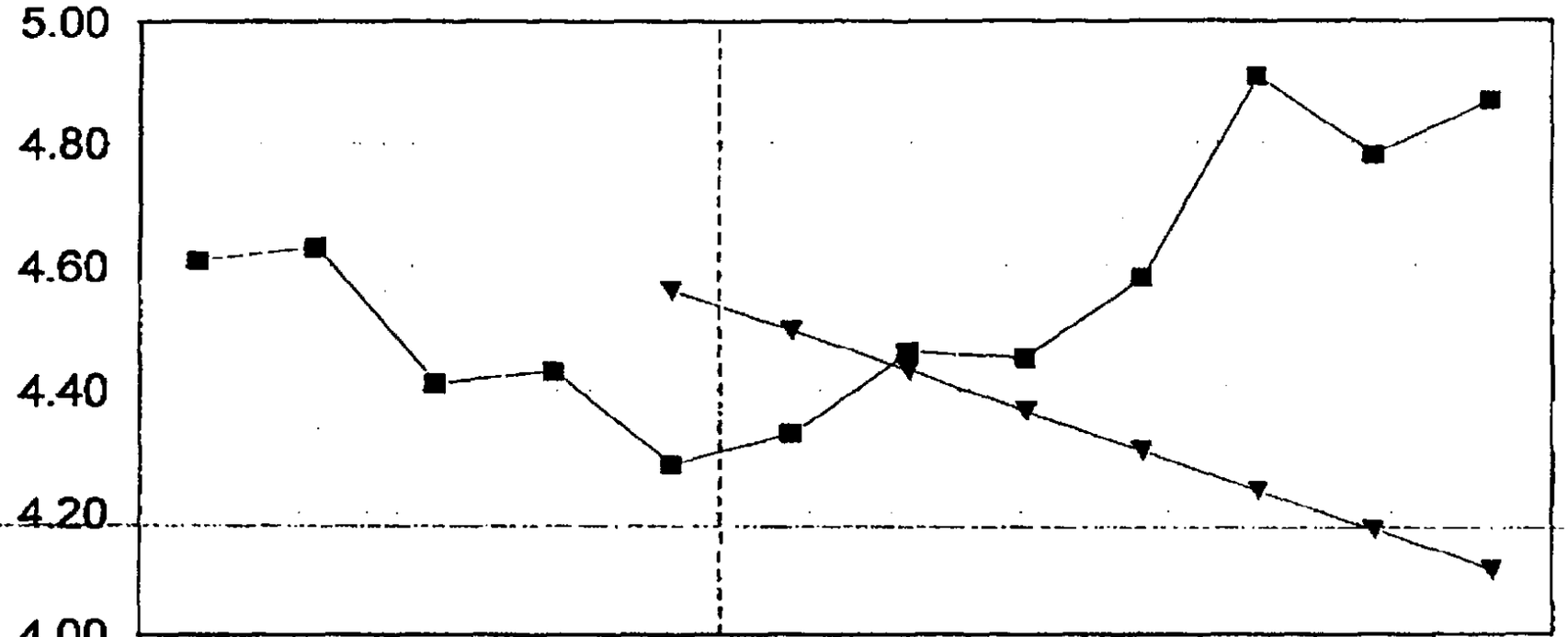
Salem Test Market - New York

Salem Share of Market - Expected vs Actual



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Expected					4.56	4.50	4.43	4.37	4.30	4.24	4.17	4.11
Actual	4.61	4.63	4.41	4.43	4.28	4.33	4.46	4.45	4.58	4.91	4.78	4.87
Difference						-0.17	0.03	0.08	0.28	0.67	0.61	0.76

Actual Based on May - April Static Sample Expected: July 96 - September 97 Static 1

Jun-12-98 01:50pm From-RJRT 9107411300 T-295 P.02/02 F-235

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Source: https://www.industrydocuments.ucsf.edu/docs/zldp0000